

## **CLAIMS**

What is claimed is:

1. A method for a display comprising:  
automatically integrating interactive content with television (TV) broadcast content for display.
2. The method of claim 1, wherein the interactive content includes Internet advertising content and the TV broadcast content includes TV commercial content.
3. The method of claim 1, further comprising:  
linking the interactive content with the TV broadcast content.
4. The method of claim 1, further comprising:  
displaying the integrated content to allow a user to interact with the interactive content.
5. The method of claim 1, wherein the automatically integrating of the interactive content includes automatically integrating the interactive content with the TV broadcast content without modifying the interactive content and the TV broadcast content.
6. The method of claim 1, wherein the interactive content includes an advertising banner.
7. The method of claim 1, further comprising:  
targeting specific receivers with the integrated content.
8. A system for integrating content comprising:  
an integration unit to integrate automatically interactive content with television (TV) broadcast content for display.

9. The system of claim 8, wherein the interactive content includes Internet advertising content and the TV broadcast content includes TV commercial content.
10. The system of claim 1, further comprising:  
a linking unit to link the interactive content with the TV broadcast content.
11. The system of claim 8, further comprising:  
a receiving unit to receive the integrated content; and  
a display unit to display the integrated content to allow a user to interact with the interactive content.
12. The system of claim 8, wherein the integration unit is to integrate automatically the interactive content with the TV broadcast content without modifying the interactive content and the TV broadcast content.
13. The system of claim 8, wherein the interactive content includes an advertising banner.
14. The system of claim 8, further comprising:  
a targeting unit to target specific receivers with the integrated content.
15. A method for processing a video data stream, the method comprising:  
receiving the video data stream;  
downloading interactive content;  
automatically integrating the interactive content with the video data stream; and  
transmitting the integrated interactive content and video data stream to one or more receivers for display.
16. The method of claim 15, further comprising:  
displaying the interactive content and the video stream; and  
launching interactive services via the interactive content.
17. The method of claim 15, wherein the receivers include a set-top box.

18. The method of claim 15, wherein the video data stream includes TV commercial content.
19. The method of claim 15, further comprising:  
customizing the interactive content for a specific market, group, or geographic region.
20. A system for processing a video data stream comprising:  
a receiving unit to receive the video data stream;  
a downloading unit to download interactive content;  
an integration unit to integrate automatically the interactive content with the video data stream; and  
a transmitting unit to transmit the integrated interactive content and video data stream to one or more receivers for display.
21. The system of claim 20, wherein the receivers include a set-top box.
22. The system of claim 20, wherein the video data stream includes TV commercial content.
23. The system of claim 20, further comprising:  
a customizing unit to customize the interactive content for a specific market, group, or geographic region.
24. A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:  
automatically integrating interactive content with television (TV) broadcast content for display.

25. The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:  
linking the interactive content with the TV broadcast content.

26. The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:  
displaying the integrated content to allow a user to interact with the interactive content.

27. A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:  
receiving a video data stream;  
downloading interactive content;  
automatically integrating the interactive content with the video data stream; and  
transmitting the integrated interactive content and video data stream to one or more receivers for display.